

THE Executive Communications Workshop

Executive Communications Workshop Representing Your Agency to External Audiences

A critical function of public executives is to represent their agency to external audiences, such as the media, other agencies, stakeholder groups, the public, and Congress. This highly interactive workshop will improve your skills in communicating your message plainly and concisely to an external audience, dealing with the media, and writing clearly for people outside your agency.

Expect These Key Results...and more

- * Effectively represent the agency to the media and other external audiences
 - * Effectively write and review the writing of others
 - * Prepare for and present briefings to agency heads and senior staff
 - * Conduct and participate in news conferences
 - * Prepare for and conduct public hearings
 - * Develop and present Congressional testimony
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Who Should Attend

Managers and executives who need to be prepared to represent their agencies to the media, other agencies, stakeholder groups, the public, or Congress.

*College Credit Available Through the Master of Public Policy Program

When and Where

Feb 16 - Feb 20, 2004 at WMDC in Denver

Learn more and register online at:

<http://www.leadership.opm.gov/content.cfm?cat=ECW-LPC>

or call 304-870-8008

If you would like your email address excluded from future mailings, please go here: <http://www.leadership.opm.gov/guestbookremove.html>